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FAXED

July 19, 1994

To: Jeff Reagan  
Wakefern Food Corporation

Subject: WORTH Cigarettes

This will confirm your order of 69 cases of WORTH to be delivered on Monday July 25 (PO# 191493).

To correct future low or out of stock situations I have taken the following steps with our Order Department:

- ① Increased Wakefern's WORTH product allocation in the Avenel Warehouse.
- ② Developed a special order or one time allocation form designed for use during programs such as Price Plus when additional product is required. This form is included in this letter.

Additionally, as discussed in our phone conversation of July 18, the off invoice amount on WORTH has been changed effective with product shipped July 11. The new off invoice amount is \$ 1.20. I believe that Wakefern currently gives \$ 1.42 off invoice to Member Stores on each carton of WORTH. This amount is in turn "passed on" to Shop Rite Customers in the form of a cost reduction which effectively reduces the State Minimum price by \$ 1.42. You should adjust that amount to \$ 1.20 per carton as soon as practicable.

If you have any questions regarding the above, please call me.

Sincerely,

A handwritten signature in cursive script that reads "NICK".

G. N. Kuruc, Jr.  
Gk  
M-2

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# WAKEFERN - WORTH - 7/11/94

## ALL STYLES

LIST PRICE \$8.49

RETAIL FEATURE (OFF-INVOICE) 1.20

**NET INVOICE \$7.29**

MONTHLY P/L REBATE .30

QUARTERLY MARKETING ACCRUAL\* .50

SEMI-ANNUAL SHARE OF CATEGORY .25

SEMI-ANNUAL SHARE OF CATEGORY BONUS .25

**NET PRICE \$5.99**

TERMS (3.25%) (ROUNDED) .28

E.F.T.\*\* .03

FOCUS PROGRAM POTENTIAL .14

**POTENTIAL NET \$5.54**

PREPAID UPFRONT BONUS PAYMENT .20

**DEAD NET PRICE \$5.34**

\* ALLIANCE PROGRAM - MARKETING PROGRAM (COUPON, ETC.)

\*\*E.F.T. AND FOCUS ARE AVAILABLE TO QUALIFYING CUSTOMERS

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